

## **ORDER**



KSNV

Orders	Order / Rev:	108171	
	Alt Order #:	06839014	
	Product Desc:	Issue	
	Estimate:	1565	
	Flight Dates:	08/07/12 - 08/14/12	Primary AE:
	Original Date / Rev:	08/06/12 / 08/13/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
			KSJV
			Amy McCreary
			BLPHI
			National

<b>Agency</b>	<b>Name:</b>	<b>Waterfront Strategies</b>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		1010 Wisconsin Ave. NW
		<hr/>
		Washington, DC 20007
	Billing Type:	Cash
	Billing Calendar:	Broadcast
	Billing Cycle:	EOM/EOC
	Agency Commission:	15%

Advertiser	Name:	Patriot Majority <i>Revised</i>	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:08:00
	Product Codes:	PLI1	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, ISSUE, GEN		

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	56	\$63,875.00	\$54,293.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	56	\$63,875.00	\$54,293.75	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCready	North America	North America	Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	32%	\$63,875.00
Market	100%	\$199,609.38

#### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,882.81
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$35,929.69
KTUD	1%	\$1,996.09
KVVU	15%	\$29,941.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,984.38

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner CM		430a-5a	MTWT--S	:30	3	\$150.00	1	0.00	NM	3	\$450.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WT--S 3 \$150.00 0.00															
E 2	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner CM		430a-5a	MTWT--S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WT--S 1 \$200.00 0.00															
E 3	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagner CM		5-6a	MTWTF--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WTF-- 1 \$400.00 0.00															
E 4	KSNV	08/14/12	08/14/12	M-F 5-6a WakeUp w/Wagner CM		5-6a	-T-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12 08/19/12 -T----- 1 \$400.00 0.00															
E 5	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagner CM		5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WTF-- 4 \$400.00 0.00															
E 6	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATURDAY CM		6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE 8/4,8/11 only															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/06/12 08/12/12 -----S- 1 \$350.00 0.00															
E 7	KSNV	08/07/12	08/13/12	Olympics Late News 3 CM		11pm-12:35am	M-WTFSS	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
Late News during Olympics															
2012 SUMMER OLYMPICS: LATE NEWS 7/															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WTFSS 4 \$1,000.00 0.00															
E 8	KSNV	08/11/12	08/11/12	Sa-Su Early News CM		5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
Sa-Su Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/06/12 08/12/12 -----S- 1 \$650.00 0.00															
E 9	KSNV	08/14/12	08/14/12	M-F Today Show II 3rd HCM		9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
M-F Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12 08/19/12 -T----- 1 \$500.00 0.00															
E 10	KSNV	08/07/12	08/13/12	M-F Wheel CM		7-730pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/07/12 08/13/12 M-WTF-- 1 \$1,000.00 0.00															
E 11	KSNV	08/14/12	08/14/12	M-F Wheel CM		7-730pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Wheel of Fortune															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12 08/19/12 -T----- 1 \$1,000.00 0.00															
E 12	KSNV	08/14/12	08/14/12	Rachael Ray CM		11am-12pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/13/12 08/19/12 -T----- 1 \$325.00 0.00															
E 13	KSNV	08/14/12	08/14/12	CM		12-1230pm	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News															
Noon News															
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 14	KSNV	08/14/12	08/14/12	The Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 15	KSNV	08/14/12	08/14/12	M-F Today Show III	4th IBM	10am-11am	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 16	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/WagM	6-7a		MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/07/12	08/13/12	M-WTF--											
E 17	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/WagM	6-7a		MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/07/12	08/13/12	M-WTF--											
E 18	KSNV	08/07/12	08/13/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/07/12	08/13/12	M-WTF--											
E 19	KSNV	08/14/12	08/14/12	M-F Jeopardy	CM	630-7pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 20	KSNV	08/07/12	08/13/12	M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/07/12	08/13/12	M-WTF--											
E 21	KSNV	08/14/12	08/14/12	M-F Early News	CM	5-630p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 22	KSNV	08/07/12	08/13/12	M-F Early News	CM	5-630p	MTWTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/07/12	08/13/12	M-WTF--											
E 23	KSNV	08/12/12	08/12/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
SM Chris Matthews SUN 9:30am															
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/06/12	08/12/12	-----S											
E 24	KSNV	08/14/12	08/14/12	Dr. Phil	CM	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
Dr Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 08/13/12	08/19/12	-T-----											
E 25	KSNV	08/07/12	08/13/12		CM	4-5pm	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NEWS 3 at 4 (1 HOUR)											
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/07/12	08/13/12	M-WTF--	1	\$600.00	0.00					
E 26	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm		:30	1	\$600.00	1	0.00	NM	1	\$600.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/13/12	08/19/12	-T-----	1	\$600.00	0.00					
E 27	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm		:30	1	\$700.00	1	0.00	NM	1	\$700.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/07/12	08/13/12	M-WTF--	1	\$700.00	0.00					
E 28	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm		:30	1	\$700.00	1	0.00	NM	1	\$700.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS 4 AT 430P											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/07/12	08/13/12	M-WTF--	1	\$700.00	0.00					
E 29	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm		:30	1	\$700.00	1	0.00	NM	1	\$700.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS 4 AT 430P											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/13/12	08/19/12	-T-----	1	\$700.00	0.00					
E 30	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm		:30	1	\$700.00	1	0.00	NM	1	\$700.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS 4 AT 430P											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/07/12	08/13/12	M-WTF--	1	\$700.00	0.00					
E 31	KSNV	08/07/12	08/13/12	Olympics Primetime	CM	7pm-12am									
				Olympics Primetime											
				2012 SUMMER OLYMPICS: PRIME COVERAGE											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/07/12	08/13/12	M-WTFSS	4	\$6,000.00	0.00					
E 32	KSNV	08/07/12	08/13/12	Today Show	CM	658a-9am		:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
				Today Show											
				TODAY SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/07/12	08/13/12	M-WTF--	2	\$1,400.00	0.00					
E 33	KSNV	08/07/12	08/13/12	Today Show	CM	658a-9am		:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Today Show											
				TODAY SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/07/12	08/13/12	M-WTF--	1	\$1,400.00	0.00					
E 34	KSNV	08/14/12	08/14/12	Tues PR 8-10p	CM	8-10pm		:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Tuesday Prime 8-10pm											
				AMERICA'S GOT TALENT (O)	8/14-9/4										
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/13/12	08/19/12	-T-----	1	\$4,000.00	0.00					
N 35	KSNV	08/13/12	08/13/12	Early Today	CM	4-430am		:30	1	\$175.00	1	0.00	NM	1	\$175.00
				Early Today											
				TODAY SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week:	08/13/12	08/19/12	M-----	1	\$175.00	0.00					

Totals 56 \$63,875.00